

PROMOTION/DTOPS NO: 800027 DESC: DORAL CTS - 5 PACK SLEEVE - MARCH '98

PROGRAM CONTACT: SHARON REID-2584\_\_\_\_\_

DTS DATE: 03/02/98

PROMOTION UPC CODE: 12300 - 24697

COMMENTS:

DORAL BRAND SPECIFIC 5-PACK SLEEVES (ONE HALF CARTON) WITH DORAL AND  
COMPANY NAME GENERATION. NORMAL CEILING STRATEGY PRICING APPLIES. \_\_\_\_\_

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---  
Help Quit Retrn DATES SMS PROD DISP Main

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# P02-NH-DM1610

Job Name :GTPS018R  
Job Number :12458  
User :P02-NH-DM1610  
File Name :U7316.GTPS018R.12458.WRK00.971007091525.P02-NH-DM1610  
Destination :\\BUFmain1\HPLJ4SI  
U Number :U7316  
Delivery :PRINTER  
Formatting :2 "

\*\* Note \*\* : New and faster print delivery program! If you have  
any print problems contact Jon Hooper @ 7769.

First Quarter 1998  
March CTS Carton 5-Pack Sleeve  
Promotion #800027  
240 Offers per Store  
POS Kit #537362 (1/SKU)

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Region	# Offers	CTS POS Kits #537362 (1/SKU)	Total 6M Cases	Lt 85	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box	Mthl Box	Lt Mthl	FF 85	FF Mthl
1100 Boston	15,120	63	252	42	42	21	42	42	21	21				21		
1200 New York Metro	0	0	0	0	0	0	0	0	0	0				0		
1300 Philadelphia	12,960	54	216	36	36	18	36	36	18	18				18		
1600 Buffalo	32,400	135	540	90	90	45	90	90	45	45				45		
1700 Pittsburgh	43,920	183	732	122	122	61	122	122	61	61				61		
1800 Cincinnati	56,160	234	936	156	156	78	156	156	78	78				78		
<b>Total NESA</b>	<b>160,560</b>	<b>669</b>	<b>2,670</b>	<b>446</b>	<b>446</b>	<b>223</b>	<b>446</b>	<b>446</b>	<b>223</b>	<b>223</b>				<b>223</b>		
2100 Winston-Salem	49,680	207	828	138	138	69	138	138	69	69				69		
2200 Atlanta	38,160	159	636	106	106	53	106	106	53	53				53		
2300 Florida	42,480	177	708	118	118	59	118	118	59	59				59		
2600 Dallas	96,480	402	1,608	268	268	134	268	268	134	134				134		
2900 Richmond	58,320	243	972	162	162	81	162	162	81	81				81		
<b>Total SSA</b>	<b>285,120</b>	<b>1,188</b>	<b>4,752</b>	<b>792</b>	<b>792</b>	<b>396</b>	<b>792</b>	<b>792</b>	<b>396</b>	<b>396</b>				<b>396</b>		
5100 N. California	24,480	102	408	66	66	33	66	66	34	34	34	34				
5400 S. California	32,400	135	540	90	90	45	90	90	45	45	45	45				
5600 Seattle	45,360	189	756	126	126	63	126	126	63	63	63	63				
5800 Houston	28,800	120	480	80	80	40	80	80	40	40				40		
<b>Total WSA</b>	<b>131,040</b>	<b>546</b>	<b>2,184</b>	<b>364</b>	<b>364</b>	<b>182</b>	<b>364</b>	<b>364</b>	<b>182</b>	<b>182</b>	<b>142</b>	<b>142</b>		<b>40</b>		
6200 Chicago	48,960	204	816	136	136	68	136	136	68	68				68		
6300 Minneapolis	81,360	339	1,356	226	226	113	226	226	113	113				113		
6600 Denver	139,680	582	2,328	388	388	194	388	388	194	194				194		
6700 Detroit	44,640	186	744	124	124	62	124	124	62	62				62		
6900 St. Louis	96,480	402	1,608	268	268	134	268	268	134	134				134		
<b>Total MWSA</b>	<b>411,120</b>	<b>1,713</b>	<b>6,852</b>	<b>1,142</b>	<b>1,142</b>	<b>571</b>	<b>1,142</b>	<b>1,142</b>	<b>571</b>	<b>571</b>				<b>571</b>		
<b>Grand Total</b>	<b>987,840</b>	<b>4,116</b>	<b>16,464</b>	<b>2,460</b>	<b>2,444</b>	<b>1,514</b>	<b>2,744</b>	<b>2,744</b>	<b>1,372</b>	<b>1,372</b>	<b>142</b>	<b>142</b>		<b>1,230</b>		

Note: Allocations based on 240 offers per Cigarette Tobacco Store. Each 6M case contains 60 5-Pack offers.